

INFORMATION LETTER

NATIONAL CANNERS ASSOCIATION

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For Members
Only

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Special Dietetic Foods

From time to time the Association is requested to furnish the names of packers of foods for special dietetic use. In order that an up-to-date list may be compiled, it is requested that canners who pack products without sugar or salt send a list of such products to the N.C.A. Research Laboratories at Washington, D. C.

The world food situation is as critical this year as at any time since the close of World War II, according to the Food and Agriculture Organization of the United Nations. The FAO announcement, dated December 4, was based on information received up to mid-November.

The time for filing briefs in connection with the proposed redefinitions of the terms "executive," "administrative," "professional," and "outside salesman" as used in Section 13(a)(1) of the Fair Labor Standards Act, has been extended from December 2, 1947, until February 6, 1948, the Wage and Hour Administrator has announced.

Canners are requested to make suggestions for revising the Association's *Tomato Products Bulletin, 27-L*. Suggestions should be sent to N.C.A. Washington Research Laboratory. Further details on page 501.

Claims paid on carload shipments of canned foods during the first five months of 1947 increased 56.4 percent over 1946 and on less than carload shipments, they increased 94 percent more over the corresponding 1946 period, the Association of American Railroads advised the N.C.A. this week. See story on page 497.

The emergency aid bill for European recovery, passed by the House on December 11, provides for purchase of certain surplus farm commodities. Further details will be reported if the conference committee approves these provisions.

Tin Order Still Being Studied

H. B. McCoy, Director of the Office of Materials Distribution, has informed the National Canners Association that the Department of Commerce is still studying methods of conserving tin by use of substitute materials for tin plate in the packaging of certain products, but stated that no changes in current tin control orders have yet been made.

The Commerce official reiterated previous statements by Secretary of Commerce W. Averell Harriman, that the proposed program will limit, but not eliminate, certain uses of tin plate, and that the Department will seek to keep to a minimum the hardships to tin plate using industries which may occur from a reduction in tin.

Mr. McCoy said, "Conferences have been held with representatives of can manufacturers and of several industries now packaging their products in tin plate cans, in an endeavor to find the least disruptive methods of conserving the critically short metal. A number of proposals have been made and others will be studied before final action is decided on."

Ohio, Maine and New York Canners Meet as Season Nears End

As the 1948 season for State canner association conventions was rapidly drawing to a close this week, N.C.A. representatives appeared on the annual meeting programs of the Ohio, Maine, and New York State associations. President Emil Rutz journeyed to Columbus, Ohio, to address the convention of the Ohio Canners Association on December 9. On the same day Secretary Carlos Campbell spoke to the Maine Canners Association, holding its annual convention at Portland, Me. On Thursday and Friday, respectively, President Rutz and Secretary Campbell participated in the annual convention of the Association of New York State Canners, Inc., which was meeting at Buffalo, N. Y. A reproduction of the speech which President Rutz delivered at the Ohio and New York meetings appears on page 494.

Booklet Charts Nutritive Values of 41 Canned Foods

A new reference booklet giving up-to-date nutritional data on the 41 most commonly used canned foods has just been issued by the Can Manufacturers Institute, and will be mailed to all members of the National Canners Association as soon as an adequate supply of the new bulletins are received in N.C.A. headquarters. Entitled *Canned Foods in the Nutritional Spotlight*, the booklet represents a compilation of the (See *Nutrition Booklet*, page 496)

N.C.A. AND THE SCIENCE OF MARKETING

By Emil Rutz, President

Marketing is a staple of industry. It is as old as primitive man. His first surplus became an object of barter or trade in a reciprocal exchange of goods or their equivalent in value. When primitive man found himself short on a need, long on what he produced, something had to be done about it; something was done about it. Here were the first faint glimmerings of an activity we could call marketing.

However complex modern usage, basic factors remain constant. You have too much of something the other fellow wants, while he is situated in reverse. Marketing is simply the act of exchange, whether in terms of commodity or money.

With an act goes experience. Mistakes are eliminated, new economies effected, costly lessons are learned, and the process, however intricate and far-flung, rounds out to concrete knowledge. Not abstract knowledge (note well), not conclusions drawn from reading and the making of charts, but from the daily grind of finding out what is good practice and what is bad—sometimes by blood, sweat, and tears. The result is a slow but unerring crystallization of knowledge to which it is proper to apply the name science.

Praises N.C.A. Services

The National Canners Association is rendering a great service to the industry in the dissemination of this knowledge of past experience to the individual canners of America, and amid the handicaps of our own imperfections and in the face of obstacles and interference from without, the industry has forged steadily ahead in a growing efficiency of operation and service.

N.C.A. is symbol and substance of the conviction that each man in an industry can do more by working together in the collection of business experience than he can separately. It is no exaggeration to state that N.C.A. is an integral part of the gradual development of a social conscience, beneficial to and in larger consideration of the public good. It was early recognized that man could no longer live by himself. Increasing cognizance had to be taken of the rights of others, setting limits on the lawless freedom of the individual impatient of restraint. N.C.A. has been a factor in the development of an expanded conscience within our own industry, inasmuch as it is more and more recognized that we can succeed only as we serve.

In a multiplicity of people there is an increasing diversity of viewpoints. We have American free enterprise on the one hand and governmental control on the other. The two will not

live together. One must disappear. Present governmental proposals frankly admit this fact. The individual must count for less and less, bureaucracy, power-hungry, for more and more. The argument is that in an ever-increasing complexity of our economy fewer and fewer people are capable of self-government, and that we move in a world of little people. "God must have loved the common people, he made so many of them" said Abraham Lincoln, and Woodrow Wilson observed that "The heart of humanity beats under very plain jackets." We endorse these fine sentiments. But we have gone far beyond them in governmental attempts to regulate the individual by doing more and more of his thinking for him.

Communism and Fascism are final expressions of this evil philosophy. Communism is organized indigence. It is the full circle of helpless man, lifted to the delusion of power and grandeur by edict of socialistic absolutism. The social dependent of yesterday feels a new importance, not because of what he is, but by the delusion of a political paternalism, a red flag, a symbol constituting but a new slavery far worse than the old, with the battle carried no more to hard adversity demanding individual thinking, effort, and initiative, but to the firing squad, ending everything. The answer to Communism is not Fascism. Fascism is Communism with a college education. Communism looks downward, Fascism backward. There is neither inspiration nor progress in either ideology. Both represent systems of organized dictatorship, and they have in common the over-weaning desire to control by orders assumed to be given in supreme authority and as little as possible subject to any review or revision. Fascism and Communism are equally disastrous to the development and maintenance of individuality. The one is a system of governmental control by organized wealth, the other by organized poverty.

Advocates Free Markets

N.C.A., rejecting both approaches as applied to the problem of marketing, holds to the American way; to the view that marketing is a science fully knowable, applicable, workable. Science means systematized knowledge, and knowledge is experience. These salients of performance in the canning industry require the exercise of intelligence and judgment by the farmer planting his crop, and the canner buying it for processing and marketing. Knowledge won through experience must not be set aside by an artificial, remote governmental control device, such as is suggested by "Programs to Effectuate a Long-Range Policy of Abundance" pre-

sented on October 7 of this year before the House Committee on Agriculture and Subcommittee of the Senate Committee on Agriculture and Forestry, by Carl C. Farrington, Chairman of Price Policy and Production Adjustment Committee and Assistant Administrator of the Production and Marketing Administration. These programs aim, among other things, to amend the provisions of the Agricultural Adjustment Act of 1937, relating to marketing agreements and to subject fruits and vegetables for canning to compulsory marketing orders without the consent of the processors. Congress has rejected similar proposals seven times: In 1934, 1935, 1937, 1938, 1939, 1940 and in 1946.

Enumerates Controls

If the new proposals became effective, government orders could control directly or indirectly, the following:

1. Acreage production of all farm products.
2. What any canner could buy from any grower.
3. Shipments, that is, what any canner could ship to any market.
4. Surpluses—by surplus pools, sale, distribution of returns.
5. Prices to growers by grade, quality, size.
6. Prices of finished goods.
7. Fair trade practices.

The plan presented by Mr. Farrington has the complete backing of the Secretary of Agriculture and represents the recommendation of the Department of Agriculture. If put into effect by Congress, the Secretary of Agriculture would be clothed with such discretionary power as to make possible the almost complete regimentation of agriculture in the United States. Its elaboration and explanation in the 20-page statement from the office of the Secretary of Agriculture constitutes as complete and explicit an expression of industrial regimentation as has ever appeared in the United States. It constitutes a blanket coverage of all commodities from farmer to canner to consumer. Nothing is left to the imagination. It is proposed that clerks in Washington and preoccupied heads of departments shall hereafter plan and grow the crops, sell them to processors, can them, market them, with human beings mere incidentals, mere cogs in the machinery of industry.

The existing law now provides for genuine marketing agreements with canners, or with any other processors or handlers. Why does not that suffice? Because that is not the nature of government meddling. It grows on what it feeds. Give it an inch and it wants a mile. We are told that all this legislative buzz-buzz would operate as a "bulwark against depression." Experience bears out that it would do nothing of the kind. Actually, it is a totalitarian scheme, admirably fitted

to establish and serve the ends of dictatorial government in frank opposition to democracy and to anything remotely resembling American free enterprise.

The Russian people were promised for momentary inconvenience, a long-range "national policy of organized, sustained abundance." This is precisely what the Russians were promised, although the words used here are those of a speaker for the U. S. Department of Agriculture.

What did the Russians get? Are we interested? We should be, for their "dish" will be ours, if we are short-sighted enough to string along with this dictatorial marketing legislation playing continually before us. The Russians got rationing, ticketing, and the queue line. They got political manipulation of food and the push-around under absolute dictatorship. The Russians got scarcity by freezing up any incentive to produce, since work for the State is as exciting as Siberia. The Russians got waste for efficiency in politics instead of effectiveness in production.

Crop losses, hunger, mounting costs, and staggering taxations disturb not at all your seasoned bureaucrat. Power, and its misuse in manipulations of industrial activity, at whatever frightful cost to individual initiative and public welfare, is easement enough to conscience. The dream of long-range abundance is a mighty solace in conference rooms and committee hearings.

Rich American Heritage

In the expression of these views, it is so easy to be called a most rabid reactionary, or at least a capitalist. Yet one can be a success in business and not lose his whole head and heart to it. The trend of thought today is toward a true liberalism, that neither scorns the past nor fears the future. To resist Communist and Fascist experiments in the government control of industry to which all thinking men will react unfavorably, by no means brands them as reactionaries. America has a heritage richer and more vital than anything we can borrow from Europe. And the cost does not exceed the gains.

Life itself flings down a challenge to strength that endures, and to weakness that perishes. In the new altruism we say we owe the weak a helping hand, and this, too, as a deserving service, not as a detached charity. You will find that golden thread running through all the warp and woof of N.C.A. But the weak everywhere must be helped to strength, not to indigence. We don't want it that way. We want to learn by experience, and be allowed to act on that knowledge. Of such is the science of N.C.A. and of our industry as a whole.

We want to preserve the best for a rallying point of general progress. A

good example of that best was furnished by the early American pioneers. Cut off from the old, they built the new. They conquered the external hardships by courage, and by a defined purpose, representing their own ways of life independent of what had been left behind.

We have no more frontiers of earth, but only of the mind, and who can say that the latter have been explored fully, or ever shall be? There is a crying need today for more initiative, imagination, and forward-looking thought. These go into the vision of a people, and where there is no vision there is governmental paternalism, bureaucracy, and the dead hand of remote control, and of senseless edict, pushing men around in a vacuum of dumb estimate, with waste crumbling off to deep ends of glut and scarcity for a thin middle of efficiency. Measured by results obtainable through individual initiative, government con-

trols constitute a remedy worse than the disease.

Things look so seductively, so enticingly easy on paper. Let us as thinkers smash this conspiracy against an industry and against the fine service it has rendered, and will, with our alertness of duty, continue to do. To this aim and to this end N.C.A. pledges its best, in knowledge, in experience, in practical application, in making more available the science that underlies all our activities, giving practical application to those ringing words of Ralph Waldo Emerson, truer and more timely today than when he uttered them: "Don't be a farmer, be a man on a farm."

Here, surely, is the keynote to the real *long-range* American view, the winning plan for responsible, sane industrial enterprise. May it count not merely as American history that has passed, but also as an inspired reach into new horizons of better things to come.

Meetings

Ozark Canners to Meet

The 40th annual convention of the Ozark Canners Association will be held on February 11, 12, and 13, at the Colonial Hotel in Springfield, Mo., Secretary F. R. Spurgin of that Association has announced.

Pickle Packers to Meet

The winter meeting of the National Pickle Packers Association will be held at the Hotel Roosevelt in New York City, Saturday, January 17. According to Edward T. Miller, Secretary of that Association, those attending the NPPA meeting will have an opportunity to attend the annual convention of the National Canners Association which starts in Atlantic City the day following.

Forthcoming Meetings

December 17—Minnesota Canners Association, Annual Convention, St. Paul Hotel, St. Paul, Minn.

January 5-6—University of California, 1948 Food Processors Conference, Berkley, Calif.

January 7-9—Northwest Canners Association, Annual Meeting, Multnomah Hotel, Portland, Ore.

January 11-13—National Preservers Association, Annual Meeting, Stevens Hotel, Chicago, Ill.

January 13-17—National Food Brokers Association, Annual Meeting, Atlantic City, N. J.

January 17—National Pickle Packers Association, Winter Meeting, Hotel Roosevelt, New York, N. Y.

January 16-21—Canning Machinery & Supplies Association, Annual Exhibit, Convention Hall, Atlantic City, N. J.

January 18-22—National Canners Association, Annual Convention, Dennis, Jefferson, Marlborough-Blenheim, President, Ritz-Carlton, Shelburne, and Traymore Hotels, Atlantic City, N. J.

January 19-22—National-American Wholesale Grocers Association, Annual Convention, Ambassador Hotel, Atlantic City, N. J.

February 11-13—Ozark Canners Association, 40th Annual Convention, Colonial Hotel, Springfield, Mo.

February 12-13—Michigan State College, Annual Canners' and Fieldmen's Conference, State College, Mich.

February 26-27—Canners League of California, 1948 Annual Meeting, Fairmont Hotel, San Francisco, Calif.

March 15-18—National Association of Frozen Food Packers, Annual Convention, Stevens Hotel, Chicago, Ill.

Indiana Fieldmen's Conference

The Annual Indiana Canners' and Fieldmen's Conference, sponsored by the Indiana Canners Association, will be held at Purdue University, Lafayette, Ind., January 27-29.

State Canner Associations

FLORIDA CITRUS CANNERS ORGANIZE NEW GROUP

Production Quality, Fair Grower Relations Cited as Aims of Organization

A group of 30 Florida citrus canners on December 7 announced formation of the Canners League of Florida, a new organization uniting the members in a policy of "disseminating factual information, high quality products, and fair profits to growers and canners alike."

C. Howard Sweatt, of the Besco Products Co., Orlando, was elected first president of the league, with Rouss May, of the Hills Brothers Co., Bartow; Logan Bloodworth, of the Cherokee Products Co., Ft. Pierce, and J. Adams Bruce, of Bruce's Juices, Tampa, as vice presidents, and Charles McCartney, of Stokely Foods, Inc., Tampa, treasurer.

The canners named Homer Hooks, of Lakeland, as secretary-manager. Mr. Hooks, who until recently was a citrus writer for the *Tampa Tribune*, will maintain league headquarters offices in the Cole Building, Tampa.

Executive Committee

Executive committee of the new organization includes two former presidents of the National Canners Association—C. E. Lindsey, president of the Lakeland Highlands Canning Co., and Walter L. Graefe, president and treasurer of Pomona Products Co., Claremont.

Others on the committee are M. C. Peters, of the Floridagold Citrus Corp., Lake Alfred, and B. C. Skinner, of Juice Industries, Inc., Dunedin.

Members of the league last season produced approximately half the total season's output for the entire state.

Policies Outlined

Outlining general policies of the league, Mr. Sweatt said:

"Our position on issues that may arise in the industry will be guided by three principles:

"1. That the honest facts about the matter under discussion be made known as they affect growers, canners, buyers and ultimate consumers.

"2. That we will strive always for top-quality canned citrus.

"3. That the growers—and we mean all of them, large and small alike—should certainly get a fair return for their fruit."

Mr. Sweatt declared that "inaccurate and misleading information has been used much too often. The result has been confusion, loss of confidence by both growers and buyers, at a cost of millions to the industry—and the growers have been the biggest losers.

"As for prices," he continued, "we believe in paying the grower a fair price for his fruit and receiving, in return, a fair price for our products. It is ridiculous for Florida citrus to be sold at less than cost of production when the saturation point hasn't even been touched for highest quality canned citrus.

"This league will go all-out for production of high quality canned citrus. We will aim always at raising canned juice quality so that we can offer the consumer the best-tasting, most nutritious product possible."

Mr. Sweatt said he felt it was the consensus within the league that the members would continue as members of the Florida Canners Association, which he described as "essentially a statistics gathering agency which has performed efficiently a valuable service to the Florida citrus industry through the years."

Members Are Independents

He explained that the league members are "mostly independent canners who buy practically all their fruit from the growers, as contrasted to canners who operate as adjuncts of growers co-operatives or who own most of their fruit sources."

Mr. Hooks issued the following list of league members to date:

Besco Products Co., Orlando; Bordo Products Co., Winter Haven; Bruce's Juices, Tampa; Cherokee Products Co., Ft. Pierce; F & M Packing Co., Brooksville; Florida Frozen Fruits, Inc., Haines City; Floridagold Citrus Corp., Lake Alfred; Florida Grapefruit Canning Co., Bradenton; the Hills Bros. Co., Bartow; J. William Horsey Corp., Tampa; Lakeland Highlands Canning Co., Highlands City; Mann Bros. Canning Co., Lakeland; McDonald & Olliff, Inc., Wauchula; Mitchell Canners, Ft. Meade; Pomona Products Co., Claremont; Sisson-King, Ltd., Lakeland; Stokely Foods, Inc., Tampa; the Sun Dine Co., Inc., Lake Alfred; Vacuum Foods Corp., Plymouth, California Packing Corp., the Florida Division, Tampa; Garland C. Norris, Inc., Lakeland; B & W Fruit Co., Groveland; Burkhardt Products Co., Mt. Dora; Juice Industries, Inc., Dunedin; Ploeger-Abbott Co., Leesburg; Paramount Canning Co., Haines City; Roberts Bros., Inc., Winter Haven; Sugar-Mil Food Products Co., Plant City; Sunrise Products, Inc., Ft. Pierce; and Wegner Canning Co., Eustis.

Foreign Trade

Canada Sees No End in Sight for Embargo on Canned Foods

Unless Canada begins to suffer from an acute food shortage, continuation of that country's embargo on the import of canned foods from the United States can be expected until Canada has more dollars, Homer Fox, U. S. commercial attaché in Ottawa informed the Association this week.

Mr. Fox said he has had several discussions recently with Canadian top policy officials, and received no encouragement regarding the possible early modification of existing restrictions.

According to Mr. Fox, modification of restrictions on canned food imports may depend on a number of factors: Action by the present session of the Canadian Parliament, the speed with which the U. S. Congress acts on the Marshall Plan, possible Canadian food shortages, fall off in Canadian trade, or, if food shortages occur, the possible effect of these shortages on Canadian food price ceilings.

NUTRITION BOOKLET

(Concluded from page 493)

latest figures from a continuing study which is conducted at leading universities and is now in its sixth year. The study is sponsored by the National Canners Association and the Can Manufacturers Institute.

Two sets of tables are used in the bulletin to provide a complete, concise reference guide. The first consists of charts which rank the foods according to their content of the six chief vitamins, three minerals, and fat, carbohydrate and protein. The second tabulation provides a quick, easy reference to the component nutrients of each of the 41 canned foods.

The booklet fills a specialized need for doctors, nurses, dietitians, home economists and others who give nutritional counsel, and will be made available to those persons.

Traffic

AAR Reports Record Number of Damage Claims by Shippers

Claims paid on canned foods (packed in tin and in glass) totalled \$2,157,303 for carload shipments during the first five months of 1947, an increase of 56.4 percent over 1946, the Association of American Railroads advised the N.C.A. this week. On less than carload shipments of canned foods, the total claims paid amounted to \$410,072, up 94 percent more than the corresponding 1946 period.

"If the present rate of claims continues to increase through the year, the railroads will have to pay out an all-time high amount of more than \$6,000,000. Moreover, canned food claims, the great majority of which are for damages, are increasing at a rate more than double that for the general average claim," AAR stated.

"The rise in canned food claims is disturbing to the railroads as it must be to canners and wholesalers. For the year 1946, the carload claim payment was \$3,619,172, which equalled \$8.85 per car for the 408,884 cars originated that year and those claims consumed 2.5 percent of the gross freight earnings on those cars. For the year 1940 the claim expense was \$1.97 per car or .91 percent of revenue," AAR continued.

Principal Causes Cited

AAR said indications are that a damage claim is filed on one car out of every three shipped. The AAR listed the principal causes of the damages as loose and otherwise improper loading by shippers, careless and insecure closure of boxes, deteriorated quality of fibre boxes, run-down condition of many cars, rough handling of cars by railroads, and rough handling of cases in unloading cars and in warehouse handling. Another contributing factor, the railroad group explained, is the stacking of boxes in warehouses prior to shipping. According to scientific studies this can destroy as much as 40 percent of the strength properties of the box before shipment, it was stated.

With respect to steps that are being taken by the railroads to reduce this loss, the railroads, through their operating departments directly and through rough handling committees, employee instruction, use of impact

registers, discipline, etc., have been giving a great deal of attention to the switching of cars in yards and terminals to reduce the risk of damage caused by switching impact.

In cases where a railroad inspector can reach a damaged car before it is unloaded, if there is evidence of improper loading or other fault on the part of the shipper, a report is made and sent back to the shipper through the originating carrier. A regrettable aspect of this, however, is that ordinarily unloading cannot be delayed for arrival of the inspector so that all he usually sees is a number of cases set aside for determination of the damage.

Deaths

Cecil B. Annett Dies

Cecil B. Annett, 68, retired treasurer of the Campbell Soup Co., died December 7, at his home in Moorestown, N. J.

Mr. Annett joined the Campbell Soup Co. in 1915, and served in various executive posts before being named treasurer on May 23, 1939. Following his retirement on December 31, 1945, he continued his association with the company by serving as a special consultant.

Mr. Annett was born at East Jaffrey, N. H. He was graduated from the Massachusetts Institute of Technology in 1902. Before joining the Campbell Soup Co., he worked for the Gunn Richards Co., business engineers, New York, N. Y.

Mr. Annett was president of the Moorestown Improvement Association and chairman of the recreation commission.

He is survived by his widow, a son, a daughter, four grandchildren, and a brother.

Death Takes Mrs. Kellogg

The membership will regret to learn of the death of Mrs. Mabel Brande Kellogg, 50, wife of Edgar C. Kellogg, N.C.A. Director of Purchases and Supplies. Mrs. Kellogg died on December 8, after an illness of several weeks.

At the time of her death, she was special assistant to the Chief of Investigations, General Accounting Office. A member of the District of Columbia Bar, Mrs. Kellogg had been

employed by the GAO since its establishment in 1921.

Besides her husband, she is survived by her mother, Mrs. L. F. Brande.

Prominent Seedman Dies

Arthur Bryan Clark, 67, chairman of the Board of Associated Seed Growers, Inc., New Haven, Conn., died on December 3 at his winter home at Delray Beach, Fla., after a long illness.

A prominent figure throughout his life in the seed business, Mr. Clark was elected president of the American Seed Trade Association in 1923, and in 1924 was named a director of the Canning Machinery & Supplies Association.

After graduating from Yale in 1902, Mr. Clark entered the family business, the Everett B. Clark Seed Co., of Milford, Conn., a firm which he later headed as president. In 1927, Mr. Clark was one of the principal figures in the merger of the three long established seed firms which now make up the Associated Seed Growers, Inc. After the formation of Asgrow, Mr. Clark was elected its first president.

Mr. Clark is survived by his widow, a daughter and two sons. One son, A. Bryan Clark, is president of the Asgrow Co.

John Reece Rawling Dies

John Reece Rawling, 65, branch manager for the H. J. Heinz Co. at Kansas City, Mo., died on November 24. Mr. Rawling had been with the Heinz Co. for 35 years, the last 18 of which he spent as branch manager at Kansas City.

Labor

USES Foreign Labor Program Being Shaped for 1948 Needs

Several Government agencies are currently formulating procedures to govern a new foreign labor placement program to be administered by the United States Employment Service beginning January 1. USES officials have been meeting with representatives of the Immigration and Naturalization Service and the State Department for the purpose of making

arrangements for continuing the employment of foreign labor. At a three-day conference in Washington last month attended by employers of farm labor, representatives of the cannery industry endorsed the USES program as presently developed.

To obtain farm labor under the proposed USES program, canners will have to go first to the nearest local office within the State USES organization. The local offices are to do the actual placement job according to the pattern of need.

The USES has authorization and appropriations for a farm placement program only through the first half of 1948, and is expected to require additional funds to meet administrative costs during this period.

Statistics

Industrial Production Rises Canned Food Prices Lower

Industrial production was slightly higher during October than for the previous month and production worker employment in all manufacturing industry was unchanged.

The index of production of processed fruits and vegetables (seasonally adjusted) for October was down from the September level. The index of wholesale prices of all commodities advanced slightly during October. Wholesale prices of foods, however, decreased slightly during this period.

The following table shows selected indices of production, employment, and wholesale prices for October, 1947, with comparisons:

	Index of	Oct., 1947	Sept., 1947	Sept., 1946
		1935-39 = 100		
Industrial production—all...	189	186	183	
Processed fruits and vegetables...	142	153	167	
Production worker employment:				
All manufacturing industries	160	160	158	
Wholesale prices:				
All commodities.....	197	195	166	
All foods.....	225	237	200	

¹ Seasonally adjusted.

California Sardine Pack

Deliveries of California sardines to processing plants, during the week ended December 4, totaled 112 tons. Pack of sardines during the week aggregated 2,836 cases.

The following table, prepared from figures supplied by the California Sar-

dine Products Institute, shows the sardine deliveries by districts and the pack by can sizes for the current season as compared with 1946:

Areas	Season to Dec. 4, 1947		Season to Dec. 5, 1946	
	Tons	Tons	Tons	Tons
Northern district.....	291	303		
Central district.....	13,362	24,016		
Southern district.....	81,513	147,744		
Total.....	95,106	172,263		
Can sizes	Cases	Cases	Cases	Cases
1-lb. ovals.....	600,147	438,501		
1-lb. tails.....	448,896	1,589,124		
½-lb. fillet.....	6,297	7,855		
8-oz. 96's.....	21,531	28,302		
Miscellaneous.....	103,853	43,493		
Total.....	1,180,724	2,037,275		

Retail Food Prices Continue to Decline, BLS Report Shows

Retail prices of food declined slightly from mid-September to mid-October, according to information released by the Bureau of Labor Statistics. The consumer's price index (formerly cost of living index) for mid-October was unchanged from a month earlier.

The BLS index of retail prices of canned fruits and vegetables was 155 percent of the 1935 to 1939 average for mid-October of this year. This is the same as the index a year earlier. The BLS index currently is based only on the prices of canned peaches, pineapple, sweet corn, green peas, and tomatoes.

Most of the differences between the BLS index and the results of the N. C. A. retail price survey for October 1, (See INFORMATION LETTER for November 1, page 445) are due to the differences in products covered. Prices of many of the products included in the Association's survey, but not in the BLS report, have declined significantly since a year ago.

Comparisons of the BLS retail price indices for October, 1947, with comparisons, are shown below:

Index of	Oct., 1947			Sept., 1947			Oct., 1946		
	1947	1947	1946	1947	1947	1946	1947	1947	1946
Consumers Price Index.....	164	164	149						
Retail Prices									
All Foods.....	202	204	180						
Cereal and Bakery.....	160	158	138						
Meats.....	236	242	191						
Dairy Products.....	190	195	202						
Eggs.....	233	236	215						
Beverages.....	191	187	166						
Fats and Oils.....	190	177	148						
Sugar.....	182	181	168						
Fruits and Vegetables									
All.....	197	196	176						
Fresh.....	201	202	179						
Canned.....	155	157	155						
Dried.....	256	261	199						

Record High Sales of Retail and Wholesale Grocers Cited

Retail grocery and grocery-fresh meat store sales totaled \$1,979,000 in October, 1947, according to estimates of the Office of Business Economics of the Department of Commerce. This is a new record and October sales were 22 percent over October last year and 10 percent larger than in September of this year.

Chain store sales were estimated at \$754,000,000 or 38 percent of the total. In October last year chain store sales accounted for 33 percent of the total compared with 37 percent in prewar 1939. Based on a sample of stores reporting to the Bureau of the Census, October, 1947, sales of independent stores were 7 percent above October 1946, and 8 percent larger than in September of this year.

Sales of wholesale grocers for October were estimated at a record \$909,000,000 by the Office of Business Economics. This is 9 percent over the previous high in October, 1946 and 12 percent more than for September, 1947. Based on reports from a sample of 377 firms reporting, the value of inventories held by wholesale grocers at the end of October was 23 percent higher than a year earlier and 6 percent above a month earlier. Stocks held by wholesale grocers at the end of October were equivalent to a six-weeks' supply.

The trend in sales by grocery wholesalers is given in the following table by geographic areas:

Region	Percent increase October, 1947, compared with October, 1946 —percent—
New England.....	2
North Atlantic.....	2
South Atlantic.....	8
East North Central.....	10
West North Central.....	16
East South Central.....	1
West South Central.....	10
Mountain.....	9
Pacific.....	6

Prices Paid by Farmers Set Record High for Fourth Time

The major changes in prices received by farmers for the month ended November 15 were a sharp drop in the price of hogs from \$27.60 to \$24.20 per hundredweight, and moderate increases in prices of truck crops, cotton, dairy products, and wheat. These, together with less important changes in other prices, brought a 1 percent

decline in the index of prices received by farmers, the Bureau of Agricultural Economics announced this week.

The index on November 15 was 287 percent of the 1909-14 average. At the same time, the index of prices paid by farmers, including interest and taxes, rose 1 percent to 242. This increase was caused by higher prices for most of the commodity groups in the index, particularly autos and trucks, and equipment and supplies. The November rise pushed the index to a new record for the fourth consecutive month. As a result, the parity ratio (the ratio of the index of prices received to the index of prices paid including interest and taxes) declined from 121 to 119. A year ago it was 124.

Fresh Fruit and Vegetable Shipments Reported by USDA

Compiled from Reports Issued by Production and Marketing Administration

	Week ending		
	Dec. 6, Nov. 29, Dec. 7, 1947	1947	1946
<i>VEGETABLES</i>			
Carloads	Carloads	Carloads	
Beans, snap and lima..	175	73	195
Tomatoes.....	488	274	498
Green peas.....	10	9	87
Spinach.....	107	49	185
Others.....	5,526	4,470	6,013
<i>FRUITS</i>			
Citrus.....	4,142	3,347	5,158
Other.....	2,138	1,927	2,964
Total.....	12,580	10,149	15,100

Vegetable Production in 1948 Expected to Be Above Average

Commercial vegetable production in the first three months of 1948 is expected to be 8 percent above the corresponding period in 1947 and 26 percent above average, the Bureau of Agricultural Economics reported this week. These figures are based on December 1 reports for 13 winter vegetable crops which comprised 94 percent of the 1947 winter tonnage.

Combined yield per acre is expected to be slightly better than a year ago and considerably above average. The 1948 acreage of these 13 crops is 7 percent above that for 1947 and 11 percent above average.

Winter vegetable crops for which the prospective 1948 production is above both last year and average are: Green lima beans, beets, cabbage, carrots, celery, escarole, lettuce, and shallots. Crops for which indicated

production is below both last year and average are: Artichokes, kale, and green peas. The 1948 winter crop of cauliflower is reported 18 percent below 1947 but 23 percent above average, while the prospective production of spinach is 13 percent above last year but 9 percent below average.

1947-48 Citrus Crop Shows Slight Drop, USDA Reports

The total orange crop for the 1947-48 season is forecast at 108.3 million boxes—5 percent less than the record of 1946-47 but 30 percent more than the 10-year average. Early and midseason oranges are forecast at 51.2 million boxes and Valencias at 57.1 million boxes. For the 1946-47 season, early and midseason oranges amounted to 54.3 million boxes and Valencias 59.6 million boxes.

The U. S. grapefruit crop is indicated to be 62.3 million boxes compared with 59.5 million boxes last season. California lemons are forecast at 14.1 million boxes—2 percent more than the 1946-47 crop of 13.8 million boxes.

	Crop and State	1946	Indie.
		1,000 boxes	1,000 boxes
<i>Oranges:</i>			
California, all.....	53,670	50,600	
Navels and misc.....	19,670	19,400	
Valencias.....	34,000	31,200	
Florida, all.....	53,700	50,500	
Early and midseason.....	30,500	27,500	
Valencias.....	23,200	23,000	
Texas, all.....	5,000	5,800	
Early and midseason.....	3,150	3,480	
Valencias.....	1,850	2,320	
Arizona, all.....	1,200	1,060	
Navels and misc.....	600	480	
Valencias.....	600	580	
Louisiana, all.....	410	300	
Five States.....	113,980	108,260	
Total early and midseason.....	54,330	51,160	
Total Valencia.....	50,650	57,100	
<i>Tangerines:</i>			
Florida.....	4,700	4,300	
All oranges and tangerines:			
Five States.....	118,680	112,560	
Grapefruit:			
Florida, all.....	29,000	31,000	
Seedless.....	14,000	14,000	
Other.....	15,000	17,000	
Texas, all.....	23,300	24,000	
Arizona, all.....	4,100	4,100	
California, all.....	3,120	3,170	
Desert Valleys.....	1,220	1,200	
Other.....	1,900	1,970	
Four States.....	50,520	62,270	
Lemons:			
California.....	13,760	14,100	
Limes:			
Florida.....	170	190	

Glass Container Statistics

Production of glass containers in October totaled 9.6 million gross, according to the Bureau of the Census, Department of Commerce. This total was 3 percent greater than September production, but was 8 percent below the 10.5 million gross produced in October, 1946. Production of liquor bottles and wine bottles in October registered substantial gains of 61 and 46 percent over September, while returnable beer bottles and dairy products containers showed smaller gains of 34 percent and 15 percent, respectively. Production of packers' tumblers, returnable beverage bottles, and nonreturnable beer bottles declined slightly.

Shipments of glass containers in October amounted to 9.2 million gross, showing no change from September but a decline of 13 percent from October, 1946 shipments. Fruit jars and narrow neck food containers registered declines of 92 percent and 46 percent, respectively. These losses were substantially offset, however, by greatly increased shipments of liquor bottles, wine bottles, narrow neck chemical containers, and returnable beer bottles. Shipments for export rose from 373 thousand gross in September to 396 thousand gross in October, a gain of 6 percent.

NEW ASSOCIATION MEMBERS

The following firms have been admitted into membership in the Association since October 24, 1947. Ruled lines are provided in the pages of the National Canners Association's *Membership List* and should be used to enter the names of the firms in the following list:

- Bellingham Canning Co., Bellingham, Wash.
- Bendiksen, E. H., South Bend, Wash.
- Canners Incorporated, Clarksville, Ark.
- Egevik Packing Co., 407 Lowman Bldg., Seattle 4, Wash.
- Millar Bros. & Co., 35th & Reed Sts., Philadelphia, Pa.
- Neibro Packing Co., 1401 Joseph Vance Bldg., Seattle, Wash.
- Paramount Canning Co., Haines City, Fla.
- Quality House Specialties Corp., 100 Hudson St., New York, N. Y.
- Rio Foods Co., Inc., P. O. Box 277, Mercedes, Texas
- Rio Sun Company, McAllen, Texas
- The Sugar-Mil Food Products Co., P. O. Box 510, Plant City, Fla.

Consumer Claims

Suit Involving Salt in Tomato Juice Is Dropped

The Association's Claims Division has announced the recent successful outcome of a case in Oklahoma City, Okla., involving alleged serious illness of a woman attributed to canned tomato juice. The claimant alleged that the product contained an excessive amount of salt, that she hastily drank approximately six ounces of the juice before detecting the unusual condition, and that violent and prolonged illness resulted.

The case was thoroughly investigated and the facts developed indicated that the claim was exaggerated and of doubtful merit. A sample of the product was obtained and examined in the Association's laboratory, and the juice was found to be saturated with salt. However, there was reason for suspecting that the excess salt probably originated from the claimant's premises, rather than from the can.

Liability was denied and subsequently an action for substantial damages was filed in the Federal Court against the packer and retailer. The file was referred to the Association's attorneys who immediately commenced defense preparations, aided by the packer and the staffs of the Association's Claims Division and Research Laboratories. It developed that the thorough preparations, including a physical examination of the claimant

by a well-known and highly regarded Oklahoma City physician selected by the defense attorneys, were largely responsible for the successful termination of the case.

The matter had proceeded up to the point where a trial date had been set and all indications were that the trial would be a hotly contested one. However, a few days prior to the trial date the claimant's attorneys suddenly announced their withdrawal from the case. The claimant's husband informed the Association's attorneys that he planned to engage new counsel unless the case could be settled at a fairly substantial figure. This was refused by the packer and then, upon further consultation, the plaintiffs agreed to a dismissal of the case.

The withdrawal of the plaintiff's attorneys was apparently due to their failure to obtain adequate medical support for the claim that the plaintiff's continued illness and various physical difficulties were properly attributable to the product involved. The medical report of the defense doctor showed that in his opinion the claimant's condition was not caused by the consumption of the product, and this report was made available to the claimant's doctors, who apparently took the same view and so advised the opposing attorneys.

Court Finds Wire in Chili Was Taken from Carrot Tops

Another case was recently tried by the Association's Cleveland, Ohio, attorneys, resulting in a judgment for the retail store against which the action was brought. This was not considered to be a serious case but the circumstances were of unusual interest.

The claimant in this case alleged injury attributed to biting on a piece of wire said to have originated from canned chili. The day following the alleged injury the claimant requested the store manager to call at her home, which he did, whereupon she outlined the facts forming the basis of her claim and exhibited the piece of wire.

Upon returning to the store the manager felt sure he had seen similar pieces of wire in the store and upon

further consideration he discovered that such articles were used to hold together bunches of fresh carrots which were offered for sale at the store. He removed one from a bunch of carrots and later turned it over to the Association's investigator who in turn sent it in to the Claims Division, along with his report.

This piece of wire had a small piece of paper around it, somewhat torn, but containing printed matter showing the name of the produce company from which the retailer had purchased the carrots. It was practically identical to the alleged foreign substance exhibited to the investigator and the store manager by the claimant.

At the time of the investigation the claimant's attorney had obligingly furnished the investigator with a slip showing the several items purchased at the store at the same time the canned chili had been purchased, and

among these were two bunches of carrots.

Prior to the trial the Association's attorneys had informed the plaintiff's attorney, largely as a matter of courtesy, in view of the claimant's physical handicap, concerning the origin of the piece of wire and the fact that they had in their possession, and would produce at the trial, a piece of wire taken from a bunch of carrots at the store involved, just like the one the claimant contended came from the canned food. The attorney seemed much surprised to have this information but after consultation with the plaintiff they decided to go on with the case, taking the position that their piece of wire could only have come from the can.

Store Manager Testifies

On the trial the claimant, a rather elderly invalid, who was brought to court in her wheel chair, testified at great length concerning the alleged injury and persistent after effects and endeavored to show that her already poor health had been adversely affected to a marked degree because of this incident. She further testified that while she was in the habit of purchasing fresh carrots at the store involved, and ordered two bunches on the same day the canned food was bought, she always specified that the tops were to be removed and that when the carrots were brought into her home they were loose, not bound together with any wire or anything else. Her piece of wire was offered and admitted in evidence.

The Association's attorneys used only one defense witness, the store manager, who identified the piece of wire he had previously removed from a bunch of carrots in the store. He admitted that they might have removed the carrot tops from the carrots sold to the claimant, but pointed out that this was done in such a way that a portion of the stems still remained and that the bunches were in all probability still bound together by the wire at the time the claimant's order was made up and delivered to her.

The case was tried before a judge, sitting without a jury and at the conclusion of the trial he promptly ordered judgment for the defendant. After examining the two pieces of wire, practically identical, he announced that the only conclusion he could reach was that the plaintiff's piece of wire must have originated from one of the bunches of carrots.

Woman Confesses Two Claims of Dental Injury Were False

A claim was investigated recently by the Association's Claims Division involving a female claimant, a resident of one of the western States, who alleged dental injury attributed to biting on a foreign object while eating canned fruit cocktail. A few days later a similar claim was reported to the Association for investigation by another canner, involving the same person and the same type of injury, but this time it was another foreign object said to have been in canned chili.

Arrangements were made to have the second case investigated by the same investigator and on his second call, while the claimant exhibited some surprise, she furnished a signed statement incorporating the circumstances under which the alleged injury was sustained, just as she had done in the first instance.

Then, upon closer questioning, the claimant finally broke down and gave the investigator another signed "confession," clearly showing that none of the previous statements had any foundation in fact, that she had not sustained any dental injury in the manner claimed and that she had not found a foreign substance in either product. She told the investigator that she was in financial straits and needed a new dress and had devised this means of providing the money to pay for it.

She promptly wrote a second letter to one of the canners involved, begging the company to forget about the matter, admitting that people sometimes get into mischief and stating that she had learned her lesson.

Laboratories

Revision of Tomato Products Bulletin, 27-L, Is Planned

Some time during the coming year the N.C.A. Washington Research Laboratory expects to prepare a new edition of "Bulletin 27-L, Tomato Products," which was last revised in 1941.

The current edition of this bulletin covers the manufacture, control and analysis of tomato pulp, paste, catsup and chili sauce. Present plans call for inclusion of a section on tomato juice in the new edition.

Since this bulletin is widely used by technologists and quality control departments in the industry, the Laboratory will welcome suggestions for making the new edition most useful. Comments based on experience in use of the reference tables, and suggestions for making them more complete or convenient to use particularly are solicited. Suggestions on other portions of the bulletin will be equally welcome, too, the Laboratory states.

Personnel

Burton Accepts New Position

Laurence V. Burton, for many years editor of *Food Industries*, has been appointed executive director of Packaging Institute, Inc., with offices in New York, New York. Dr. Burton, who is known by canners throughout the United States for his work as a food technologist and food editor, had been a member of the *Food Industries* editorial staff since 1928.

Prior to entering the magazine field, Dr. Burton was employed by the Gibson Canning Co., Gibson City, Ill.; Dutch Canning Co., Dundas, Wis.; and Libby, McNeill & Libby, Chicago, Ill. At one time he was in charge of the Illinois Inspection District for the National Canners Association.

Dr. Burton received his doctor of philosophy degree in bacteriology from Yale University in 1917. He holds membership in a number of technical societies and organizations, including American Chemical Society, Institute of Food Technologists, Society of American Bacteriologists and others.

During the past war, Dr. Burton saw service as a war correspondent in the southwest Pacific. He also was employed on a secret mission for the United States Army in England in 1945.

Ohio Canners Officers

The Ohio Canners Association, at its annual convention in Columbus, December 9-10, reelected the following officers for another term:

President—Luke F. Beckman, Beckman & Gast Co., St. Henry; vice president—Norman Spain, Winchester Canning Co., Canal Winchester; and secretary-treasurer—Roy Irons, Clyde.

Research

USDA Committee Recommends Emphasis on Citrus Research

At a two-day meeting ending last week the USDA Citrus Fruit Advisory Committee reviewed work that is planned or already in progress under the Research and Marketing Act and outlined recommendations for citrus research in 1948-49. Through its chairman, F. R. Wilcox, assistant general manager of the California Fruit Growers Exchange, the committee expressed general approval of the progress that has been made so far under the new research act.

In outlining recommendations for the future, however, the committee advised that added emphasis be given to certain phases of citrus research, particularly in the fields of utilization and marketing. New and wider markets for citrus products should be sought, the committee believes, through studies and constructive action along these lines: Cost and efficiency of different methods of transportation; the significance of price-supply relationships with respect to competition between fresh and processed citrus fruits; economic practicability of marketing citrus in mesh bags and other citrus merchandising practices; and a study and analysis of factors that affect citrus fruit prices.

Convention

Canners Ladies Headquarters

For the comfort and entertainment of ladies in attendance at the convention, a Canners Ladies Headquarters will be maintained in the Music Room at the Marlborough-Blenheim Hotel on January 18, 19, 20, and 21. All ladies in attendance at the convention are invited to use these facilities.

The hours will be from 2:30 to 5:30 each day. A group of hostesses will be in charge to see that the attending ladies meet each other, to arrange bridge partners, etc.

A different musical unit will provide background music each afternoon. Tea and refreshments will be served each afternoon. One or two additional entertainment features, not yet arranged, will be added each afternoon.

Congress

Anti-Inflation Bill

A four-point program for stabilizing commodity prices through voluntary agreements between persons engaged in industry, business and agriculture was presented to Congress this week by the Republican leadership of the House. The program, contained in H. J. Res. 273, would authorize the President to encourage voluntary agreements—

"(1) Providing for allocation of transportation facilities and equipment; (2) providing for the marketing of livestock and poultry at weights and grades that represent the most efficient utilization of grain; (3) providing for allocation and inventory control of scarce commodities which basically affect the cost of living or industrial production; (4) providing for regulation of speculative trading on commodity exchanges; or which will otherwise carry out the purposes declared . . . in section 1 of this joint resolution."

The President is authorized, under the bill, to approve any agreement except that which provides for the fixing of prices, or unless it provides that it shall cease to be effective on or before March 1, 1949.

"Parties to any agreement approved under this section are hereby relieved from the operation of the anti-trust laws, and of all other restraints, limitations, and prohibitions of law, with respect to the making of such agreement and with respect to carrying out such agreement prior to March 1, 1949."

The bill also would extend controls over exports, allocation of transportation facilities, and reserve requirements applicable to Federal Reserve Banks through February 28, 1949. It was reported to the House on December 11 by the Banking and Currency Committee, and debate may begin December 15.

New York Canners Officers

Officers of the Association of New York State Canners, Inc., elected at its annual meeting on December 12, at Buffalo, are as follows:

President—Glenn E. Finch, Edgett-Burnham Co., Newark; vice president—W. Stanley Macklim, Curtice Brothers Co., Rochester; and treasurer—E. W. Garlock, Victor Food Corp., Victor.

Secretary William H. Sherman is continued in office.

ACSRS Meeting Reported

A report just issued by the Association of Canners State and Regional Secretaries summarizes the highlights of that organization's recent meeting at Chicago, Ill. The report, which was prepared by ACSRS Secretary W. D. Jones, states that the group was unanimous in feeling that the scope of State and regional canner organizations should be just as extensive as conditions warrant.

Arrangements were made for holding regular national conferences in the future and it was agreed that dues of \$10 per year will be charged for membership in the ACSRS.

Mexican Meat Canning Plant

The Export and Import Bank this week granted to Mexico a new loan of \$1,000,000—the third of a series based on an original commitment of \$13,000,000. The first loan was for \$5,000,000, for sugar mill equipment; the second for \$7,000,000 for railroad equipment; and the third and latest credit was for \$1,000,000 for a new meat-cannery near Tampico.

It is understood that the U. S. Department of Agriculture will purchase the output of the cannery for export to Europe, and that certain American interests are participating in the new meat packing venture.

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